



Highlights of City of Westminster Issues Survey

Survey Conducted March 29 – April 6, 2022



FAIRBANK, MASLIN,
MAULLIN, METZ
& ASSOCIATES

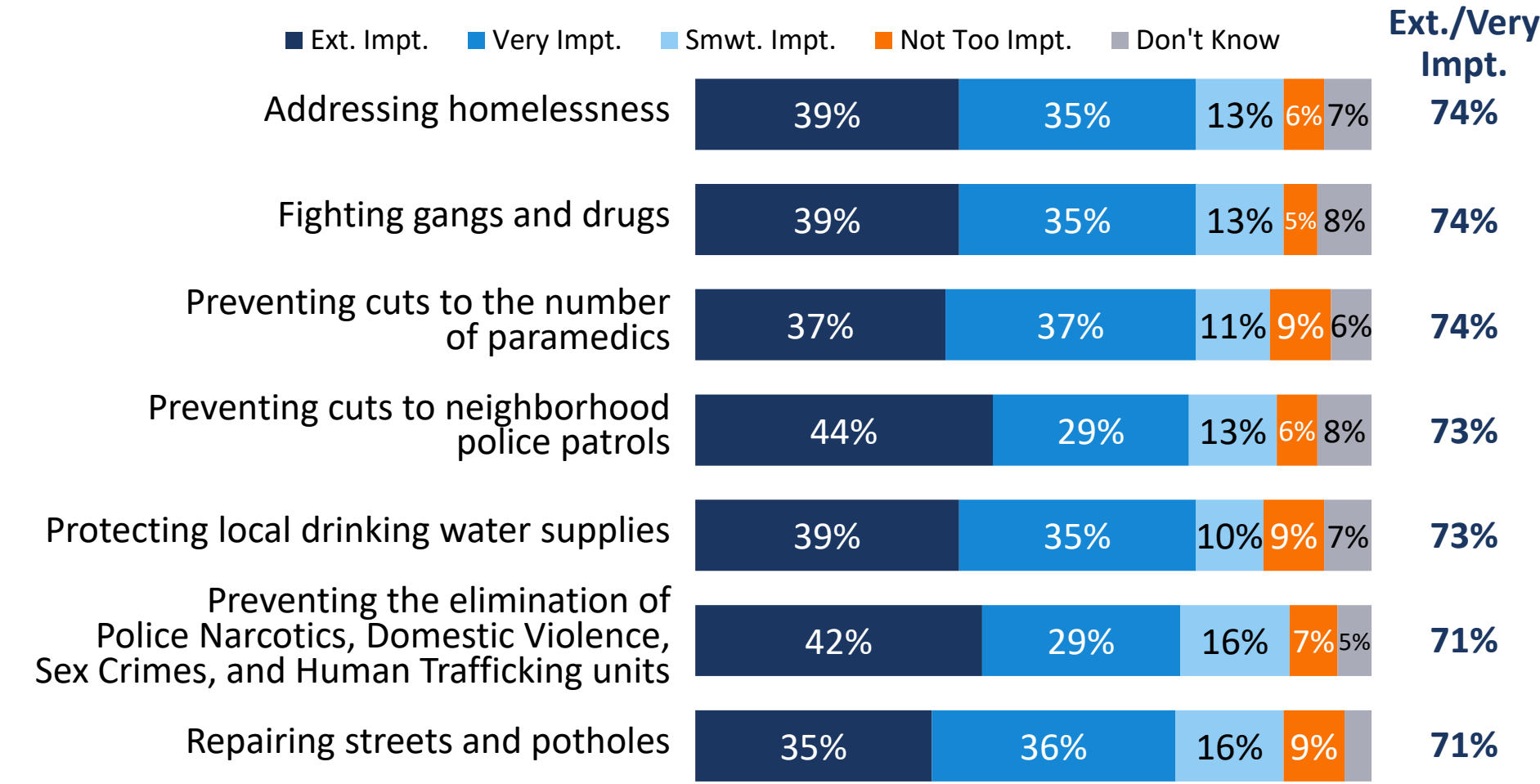
Survey Specifics and Methodology

Dates	March 29 – April 6, 2022
Survey Type	Telephone Voter Survey
Research Population	Westminster Residents Likely to Vote in November 2022
Total Interviews	340
Margin of Sampling Error	(Full Sample) $\pm 5.3\%$ at the 95% Confidence Level
Languages	English, Vietnamese and Spanish

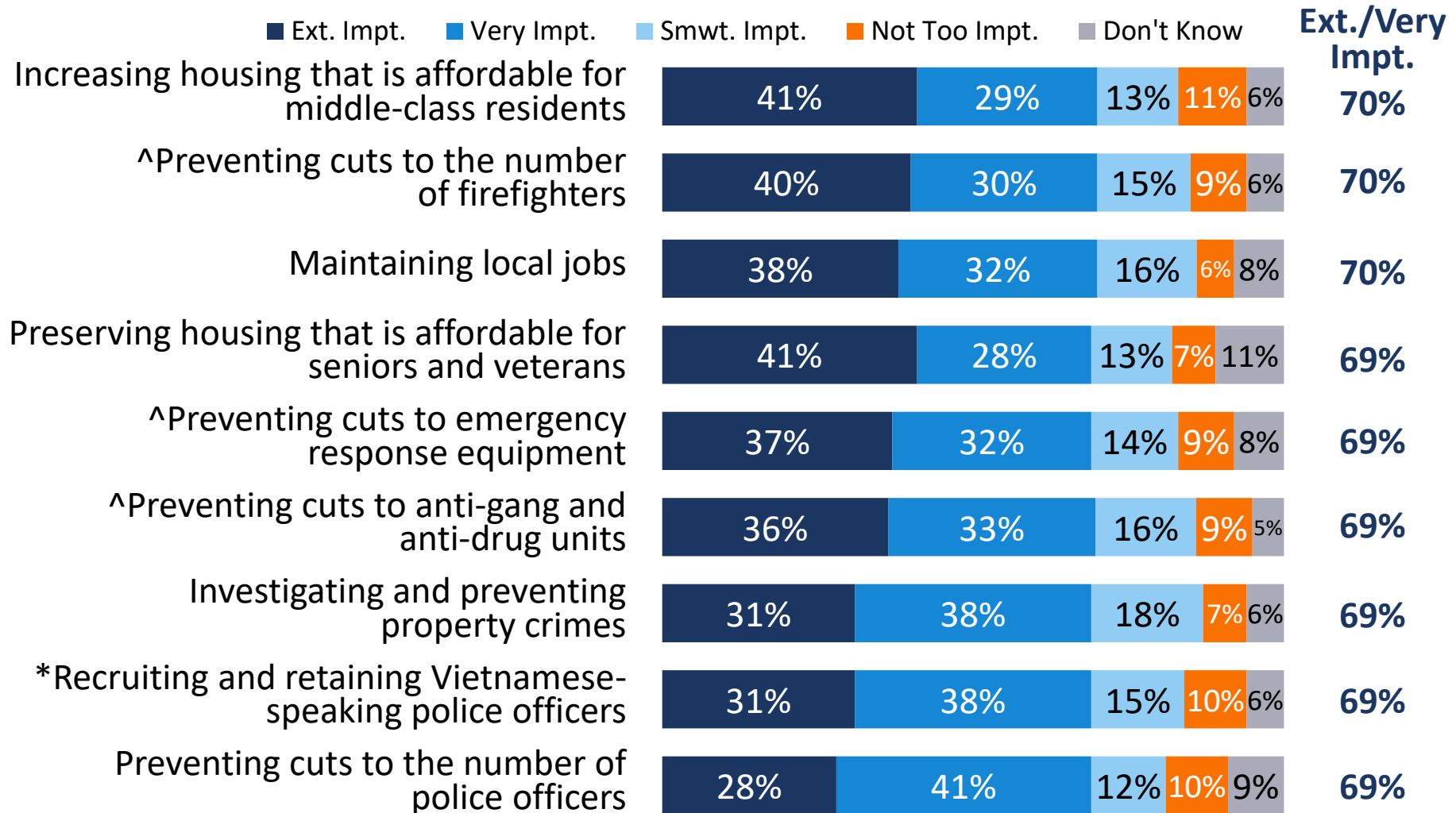
(Note: Not All Results Will Sum to 100% Due to Rounding)

Priorities for City Government

The most important priorities for City government include addressing homelessness, fighting gangs and drugs, preventing cuts to public safety, and protecting local drinking water.



City Priorities, Continued

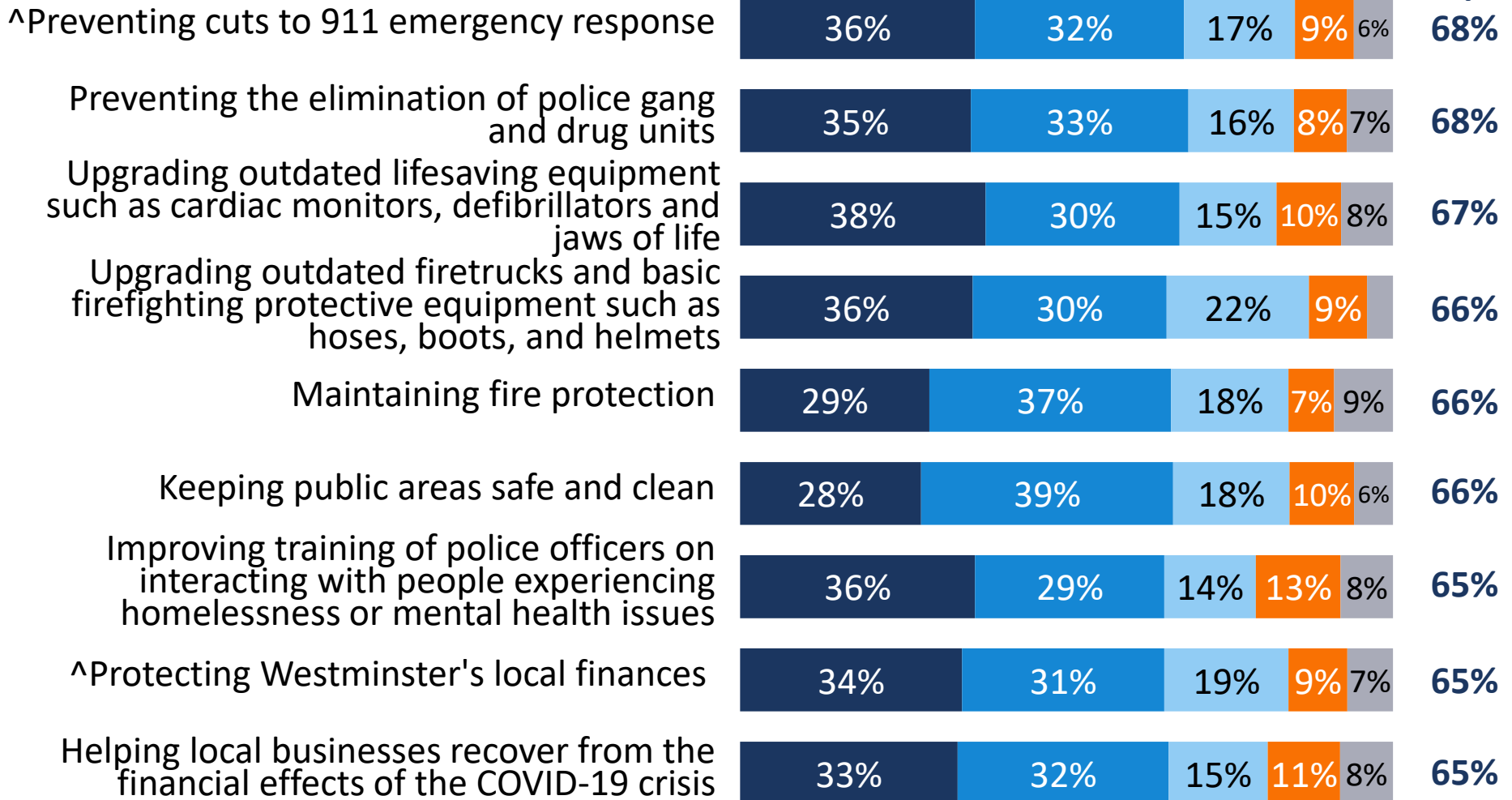


Q. Stepping back from the ballot measure you just considered, I would like to mention some specific priorities for Westminster City government that have been discussed. Please tell me how important that priority is to you personally: is it extremely important, very important, somewhat important, or not too important? ^Not Part of Split Sample, *Asked of Asians or Vietnamese Respondents Only

City Priorities, Continued

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know

Ext./Very
Impt.



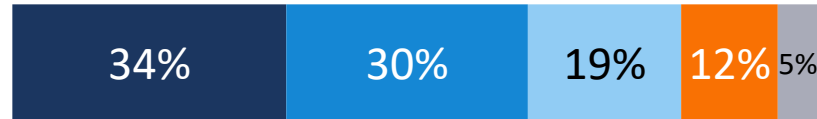
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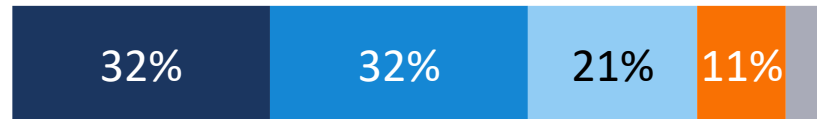
Ext./Very
Impt.

Addressing street crime in Little Saigon



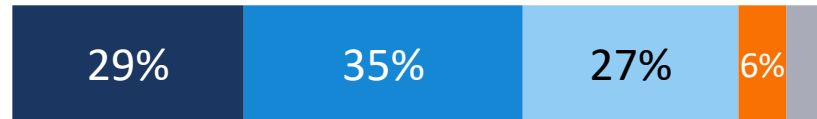
64%

*Improving communications and outreach to the Vietnamese community



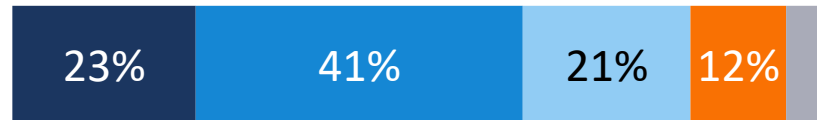
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**Recruiting and retaining Spanish-speaking police officers



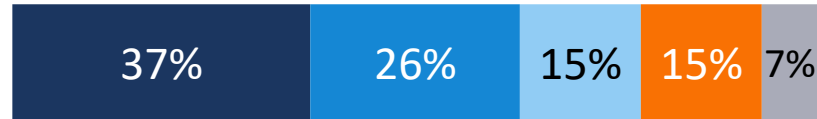
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**Improving communications and outreach to the Latino community



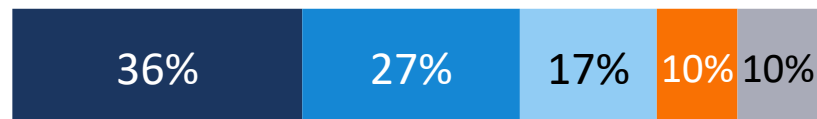
64%

Maintaining the City's ability to respond to a natural or medical disaster



63%

Funding city and community-provided health services to prepare for medical emergencies, like the coronavirus outbreak

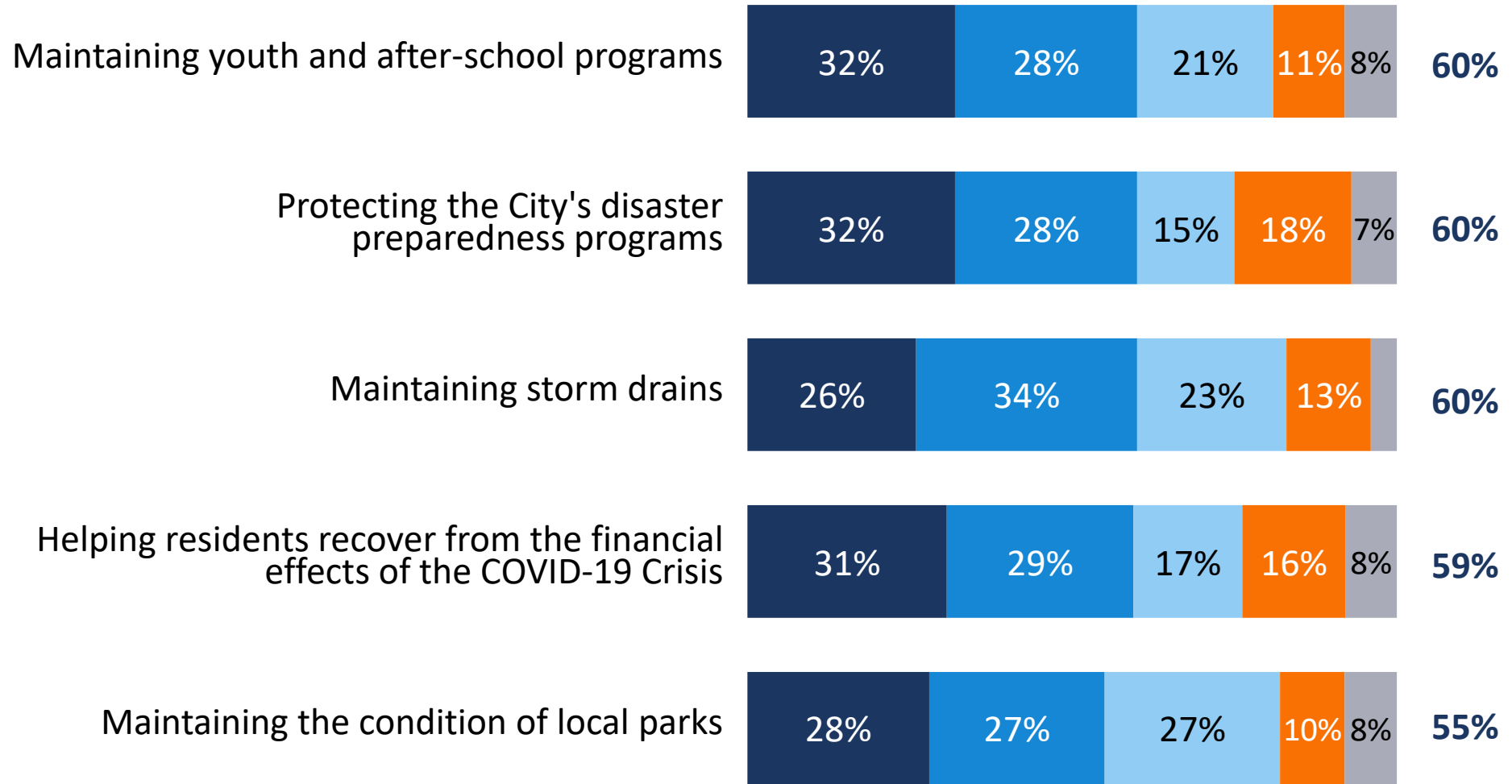


63%

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City Priorities, Continued

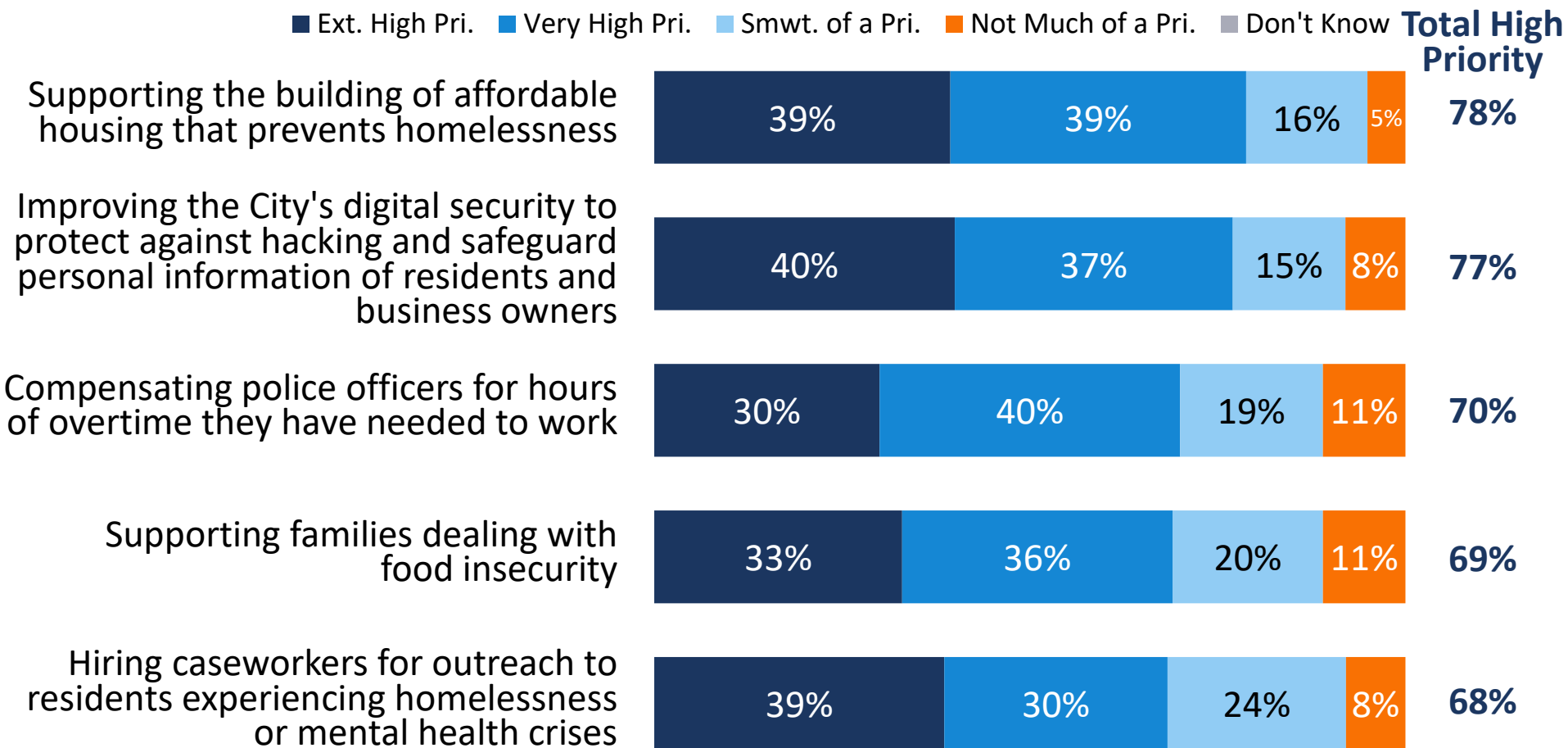
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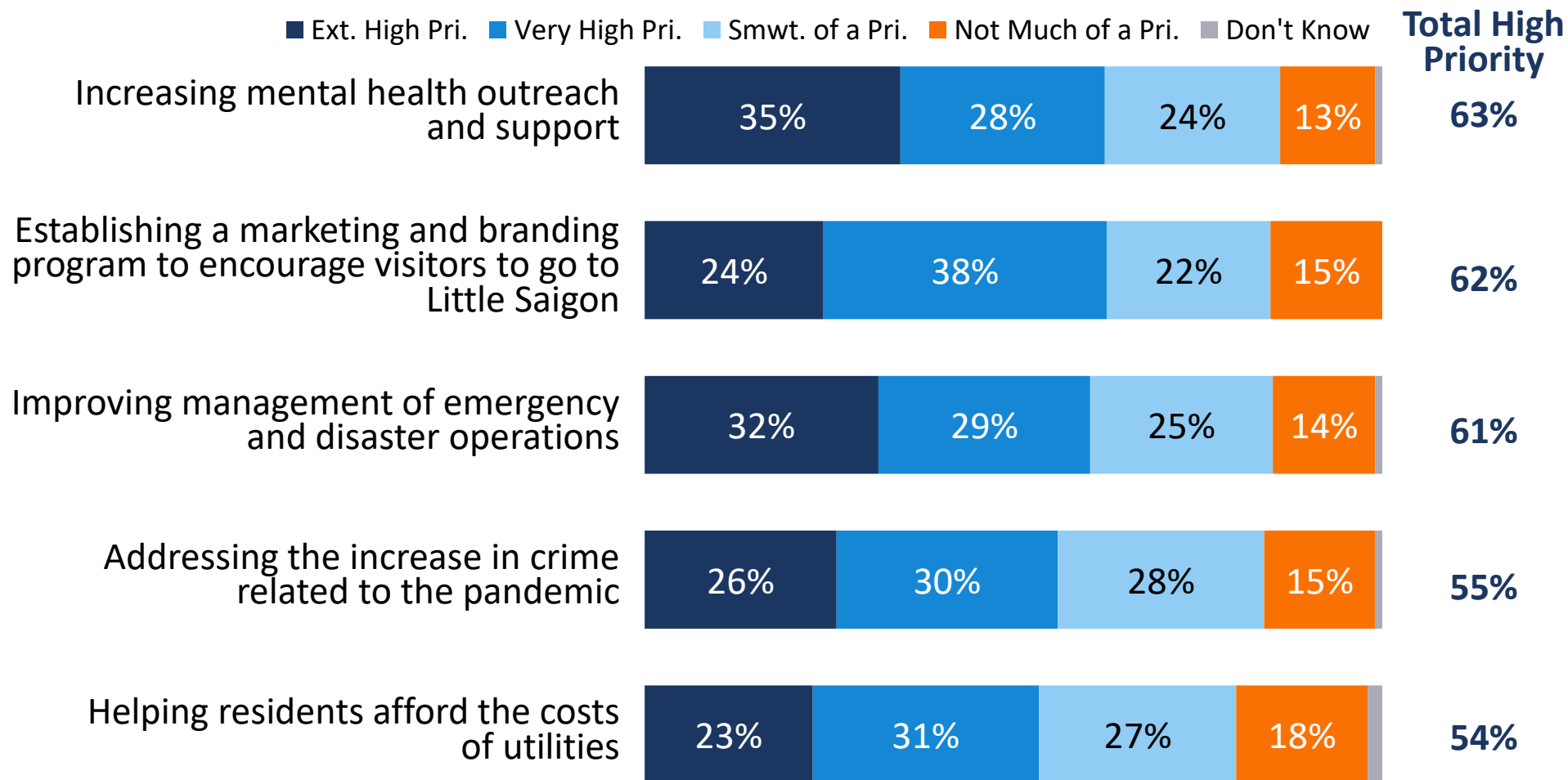
Priorities for One-time Federal Funding

The top priorities for one-time federal funding include supporting affordable housing, improving digital security, compensating police officers for overtime and combating food insecurity.



Q. The Westminster City government has been awarded approximately \$24 million in one-time federal funds that must be used for one-time improvements, as opposed to the funding we have been discussing which could be used for ongoing services. There are many proposals for how to use this federal funding, and the City does not have enough funding to do everything that has been proposed. So, I am going to mention some of the ways that the City could consider using that federal funding and ask you to tell me how much of a priority each one should be: an extremely high priority, a very high priority, somewhat of a priority, or not much of a priority at all. Please keep in mind that not every proposal can receive funding so they cannot all be a top priority. Split Sample

Priorities for One-time Federal Funding, Continued



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Priorities for One-time Federal Funding, Continued

■ Ext. High Pri. ■ Very High Pri. ■ Smwt. of a Pri. ■ Not Much of a Pri. ■ Don't Know **Total High Priority**

Supporting local businesses with technology upgrades



53%

Improving the condition of local storm drains



52%

Hiring an additional 911 dispatcher



49%

Improving undeveloped city-owned parcels for public use



46%

Improving lighting, irrigation and the playing fields at local parks



46%

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Potential Local Revenue Renewal Options

Hypothetical 75-Word Ballot Title and Summary for 1% Continuation Measure

(Reviewed by Westminster City Attorney)

Westminster No-Tax Increase Local Services Measure

To protect Westminster's local finances without increasing tax rates, prevent cuts to 911 emergency response, police, gang/drug prevention, firefighters, paramedics, emergency response equipment, disaster preparedness, addressing homelessness, protecting drinking water, maintaining local jobs, and for general government use, shall an ordinance continuing the existing voter-approved 1% sales tax until ended by voters, providing estimated \$13,800,000 annually, requiring audits, public spending disclosure, funds controlled locally, be adopted?

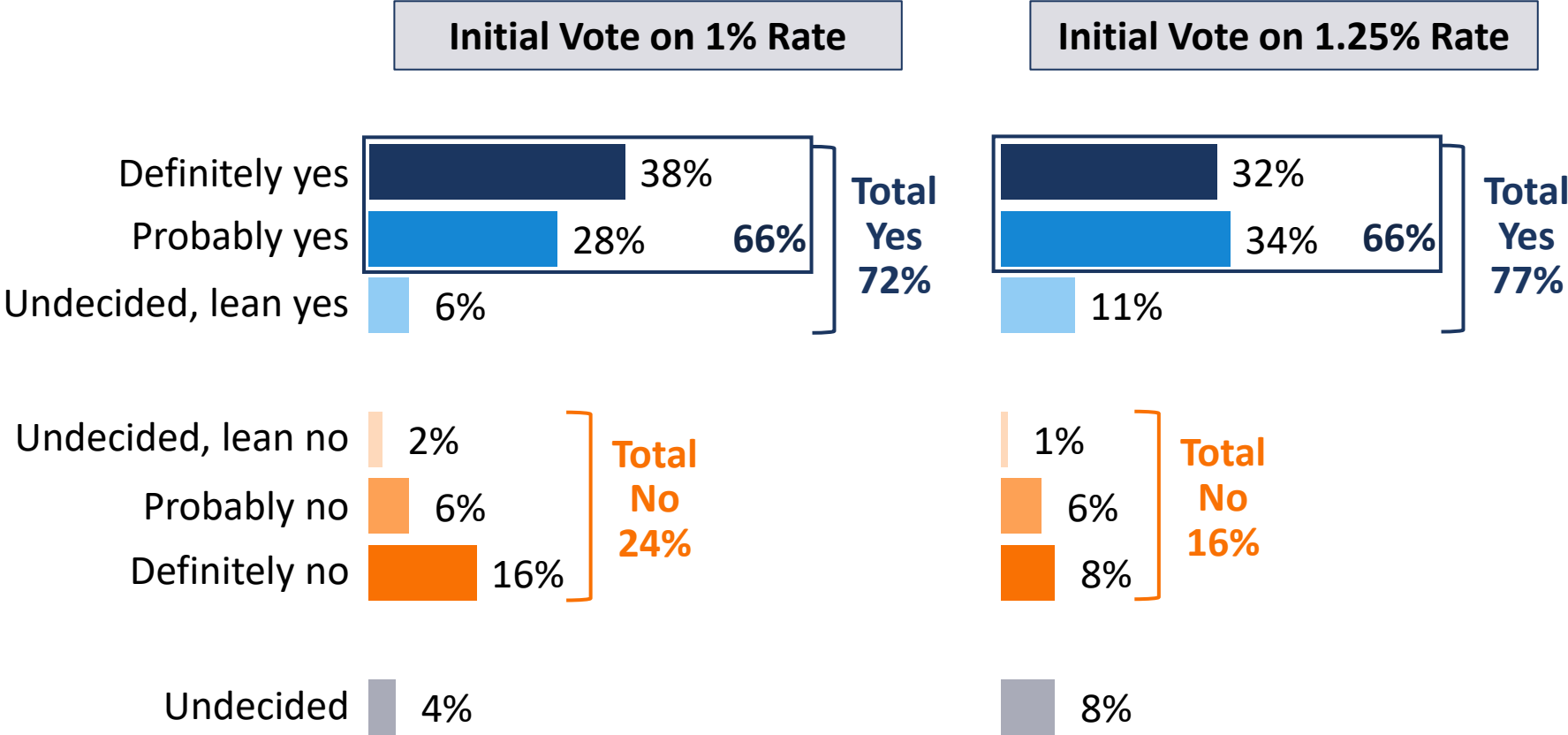
Hypothetical 75-Word Ballot Title and Summary for Continuation at Future 1.25% Rate Measure

(Reviewed by Westminster City Attorney)

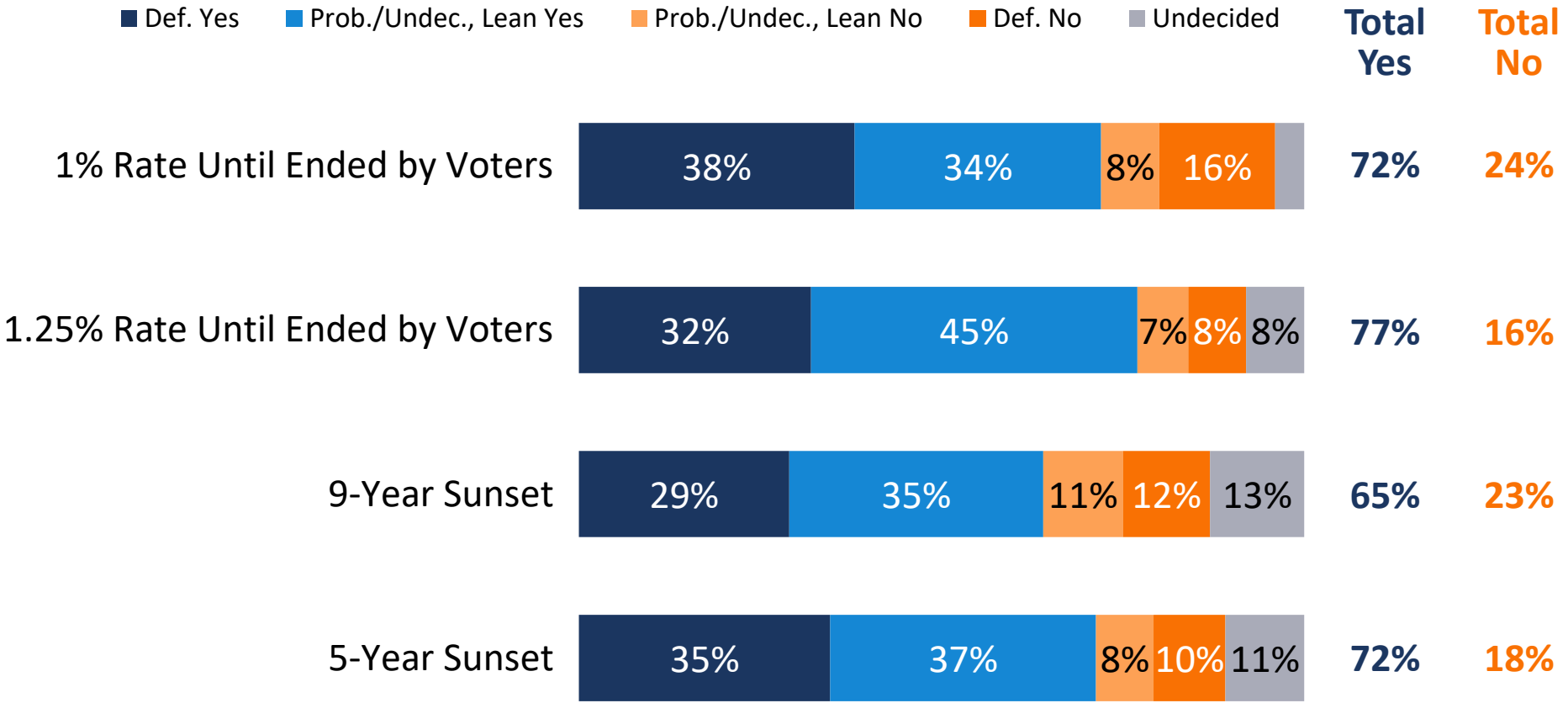
Westminster Public Safety, Local Services Measure

To protect Westminster's local finances, prevent significant cuts to 911 emergency response, police, gang/drug prevention, firefighters, paramedics, emergency response equipment, disaster preparedness, addressing homelessness, protecting drinking water, maintaining local jobs, and for general government use, shall an ordinance continuing a local voter-approved sales tax at a future 1.25% rate until ended by voters, providing estimated \$17,250,000 annually, requiring independent audits, oversight, all funds controlled locally, be adopted?

On the initial vote, more than seven-in-ten respondents support the measure, regardless of rate.



Respondents prefer a measure which is in effect until ended by voters over either a 9-year or 5-year automatic sunset clause.



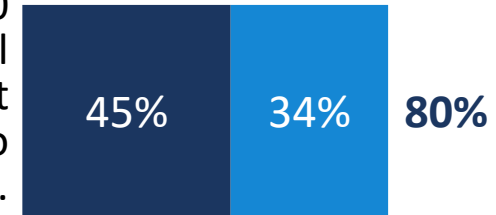
Q. Would you vote yes in favor of this measure, or no to oppose it?
Q. As you have just heard, if it were passed, the (measure) would be in effect until ended by voters. What if instead, the measure were in effect for _____ only, and would automatically expire at that time? If that were the case, would you vote yes in favor of this measure, or no to oppose it?

Impacts of Information

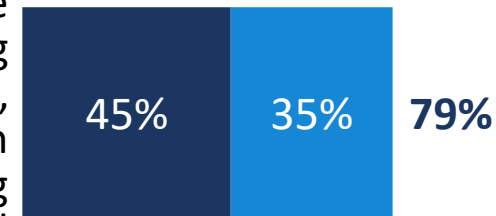
The Preserving emergency response times and services, and addressing homelessness are top themes of interest to residents.

■ Very Conv. ■ Smwt. Conv.

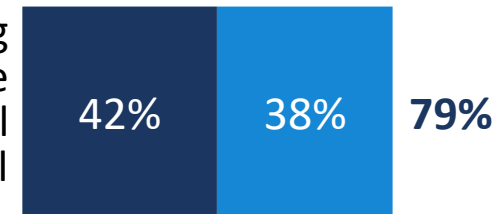
(RESPONSE TIMES) Just last year, there were more than nearly 80,000 911 calls in Westminster many of which required emergency medical attention. This measure will continue the local, voter-approved funding that ensures firefighters and paramedics can continue to quickly respond to future health and safety disasters, and medical emergencies to save lives.



(HOMELESSNESS) Homelessness has been a growing problem all over California, including in Westminster. The City must be able to accelerate efforts to reduce homelessness including helping prevent it by connecting Westminster residents in need with available non-profit and local services, including emergency shelter. It will also fund training for law enforcement in interacting with people with mental illness and those experiencing homelessness to ensure our neighborhoods, parks, business districts and other public areas are safe and secure for everyone.



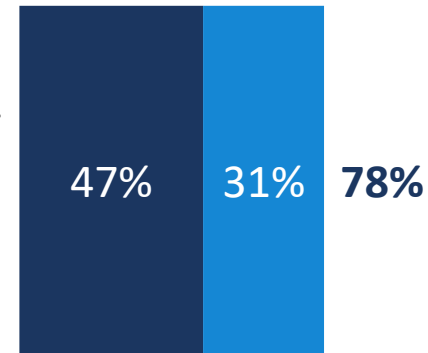
(EMERGENCY PREPAREDNESS) Now more than ever, residents are relying on the critical services the City provides including 911 emergency response and emergency medical services. This measure will continue the local funding needed to ensure our community is prepared for future medical emergency or natural disasters.



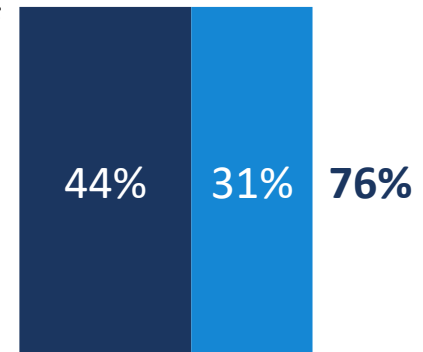
Themes, Continued

■ Very Conv. ■ Smwt. Conv.

***(ECONOMIC PROGRESS)** Because of local funding, Westminster is investing in our local economy, including plans for future redevelopment, upgrades and improvements to the Westminster Mall, Little Saigon and commercial areas of Westminster Boulevard. And the City is helping local businesses stay in business and maintain local jobs. Especially as our community tries to recover from the economic impacts of the Coronavirus pandemic, we need to continue to have the capacity to support our local business and retain local jobs.



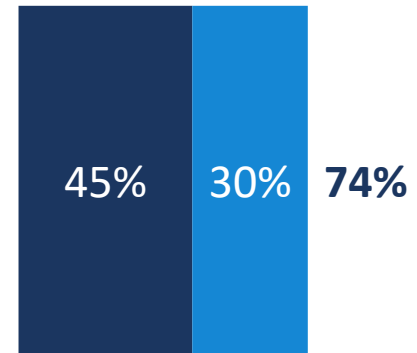
(QUALITY OF LIFE) The City of Westminster could face a budget deficit of \$16 million every year if existing, voter-approved local funding is not continued. If funding is not continued, there would be major cuts to the local services that residents depend on, including public safety, road repairs, and other programs that keep our neighborhoods safe and clean. We cannot let our community turn into some of our nearby crime-ridden cities, with more gangs, graffiti, and run-down streets.



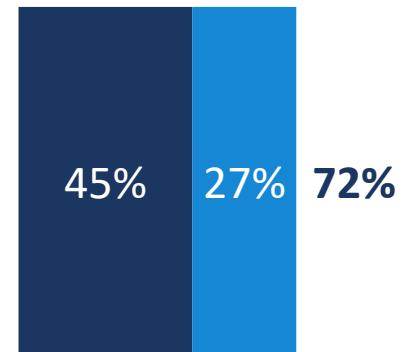
Themes, Continued

■ Very Conv. ■ Smwt. Conv.

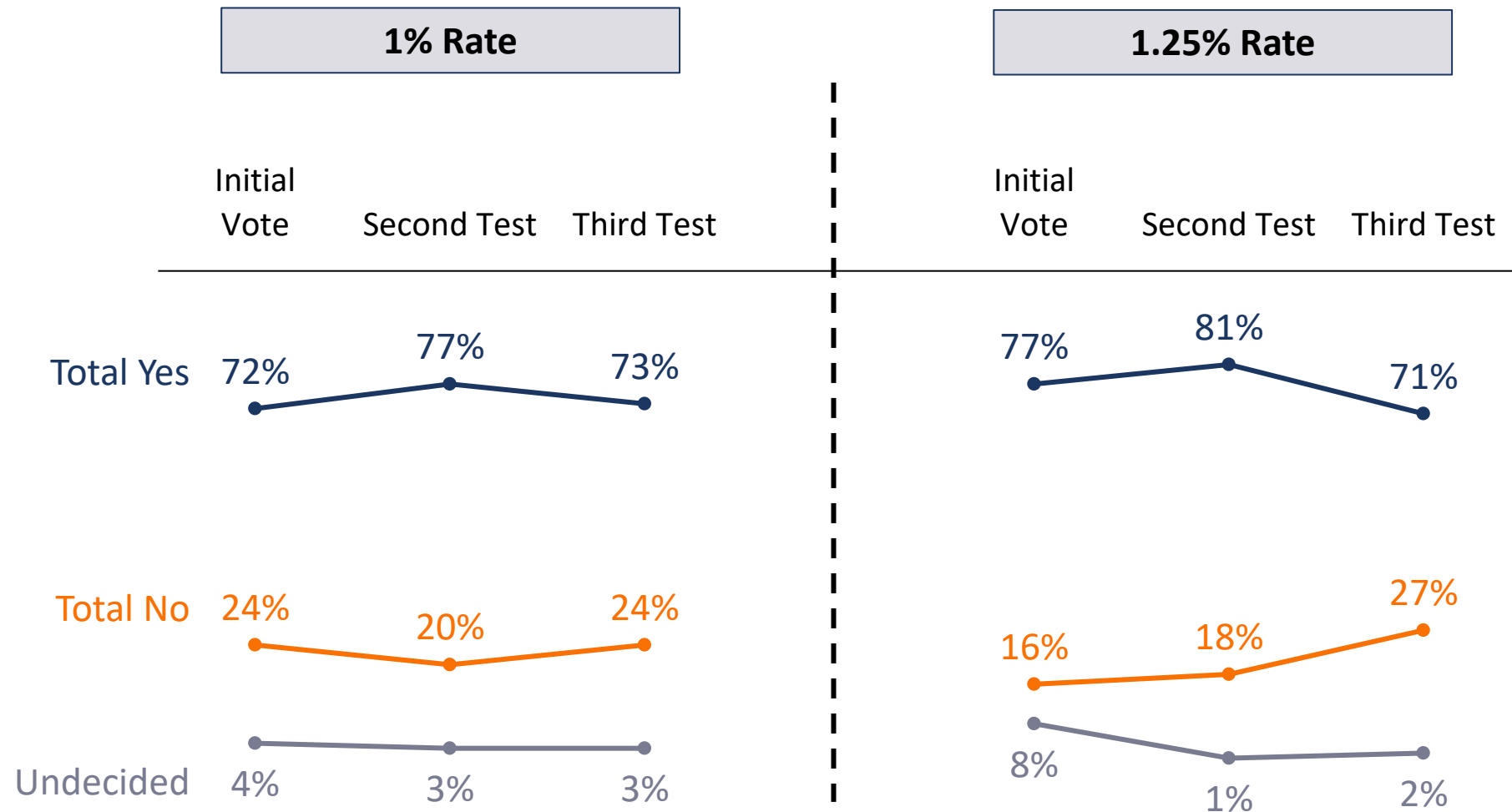
(ACCOUNTABILITY) This measure continues strict accountability provisions such as independent citizens' oversight, public disclosure of all spending, and annual independent financial audits to make sure that all funds remain in Westminster. These fiscal safeguards will continue to protect our public funds and ensure they are used efficiently, effectively, and as promised to voters no matter who your City Council, state or federal officials are.



***(STREETS)** Independent engineers recently identified a need for \$14 million to get all of Westminster's roads up to acceptable standards and maintain them. Without this funding continuation measure, the City will lose the local funding it already has available to maintain streets and roads, and also lose out on \$75 million in additional County funds for road repairs. If the measure does not pass, our County tax dollars will go to other cities, our local streets and roads will deteriorate and the City will not have the funds to fix them.



Support for either version of the measure remains strong, well above the 50% threshold and outside the survey's margin of error throughout the survey.

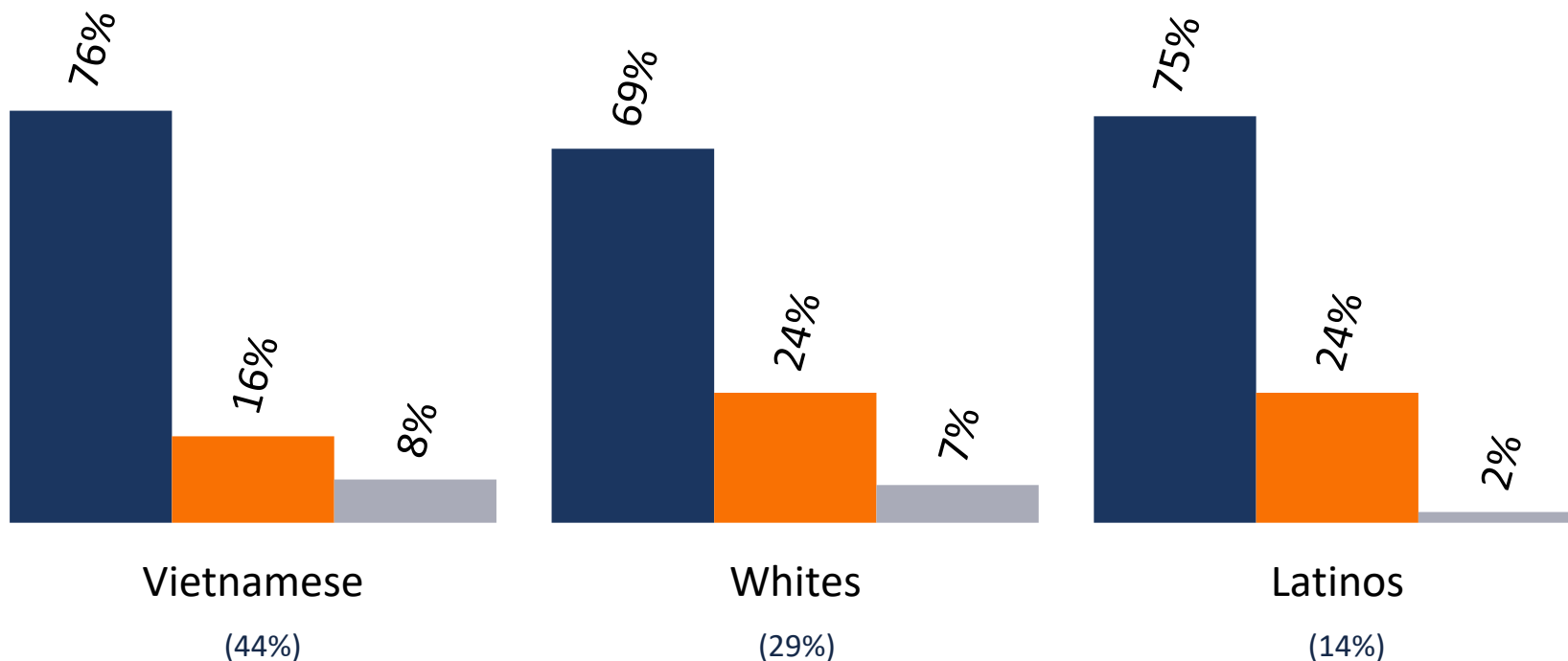


Demographic Differences in Opinions on the Measures (Both Measures Combined)

Majorities of voters of the largest racial/ethnic backgrounds support the measures, with particularly strong support among Vietnamese voters.

Initial Vote by Race/Ethnicity

■ Total Yes ■ Total No ■ Undecided



Support for the measures is nearly at seventy percent in every City Council District.

Initial Vote by City Council District

■ Total Yes ■ Total No ■ Undecided

